November 22, 2013

1) **Recruiting Students of Color at the Undergraduate Level**

**Low Cost**

1. Pipeline Initiatives
   - Early outreach activities designed to increase college awareness in students at the elementary, junior high and high school levels enlarges the pool for college bound minority students.
   - Offering a Pre-College Enrichment Program for high school juniors is essential. The program could provide a student skills course, a SAT/ACT prep seminar and workshops on the college admissions process. Some programs also include training in completing the FAFSA.
   - The state of South Carolina requires that public institutions of higher education “provide annually for the state’s eighth grade students and their parents or guardians small group and one-on-one counseling on required high school courses and postsecondary options, financial requirements, and assistance available for a postsecondary education.” An eighth grade classroom (a whole class) from every school is paired with a college or university which provides the required information in a program now known as the Higher Education Awareness Program (HEAP). The program now also involves visits to campuses to promote early awareness.
   - Develop stronger relationships with community colleges in the region.
     - Conduct visits via the Black Student Union, Latin@ Student Union, etc.
   - Create a Freshman Academy Program in Holland for students of color.
     - The program may accommodate roughly 30 students (which is approximately $10,000)
   - Expand the “Laker Perspective Day” by adding an overnight component.
     - This provides a first rate opportunity for prospective students to experience college life in which they stay overnight with pre-designated students and attend a football game as well as campus events.

2. Out of the Box Recruitment
   - Recruitment activities that go beyond the traditional college fairs and high school visits are essential. Successful institutions recruit students of color in community centers, churches and other nontraditional settings.
   - Involve alumni in the recruitment process.
   - Recruitment staff must engage family members.
   - Develop a minority student recruitment council.
   - Develop a campus visit day that targets high school counselors that have high minority enrollments.
   - Initiate campus visit days for students in which one may be targeted towards minority students
November 22, 2013

1. Develop a publication for each affinity group and disseminate to prospective students and/or students that may be successful at GVSU. The brochure could be developed by current students at the University and it could provide information about the minority experience at a predominately White college.

2. Students are looking for campus visit days and scholarship days offered on weekends which allow all students and their working families to visit the University.

3. The institution needs to eliminate barriers to access (these barriers to access include the following: no full ride scholarships for students, some diverse students have too little support to navigate the application process and they also have a lack of knowledge/exposure to financial aid possibilities), create an affirming environment and curriculum, and maximize affinity opportunities.

   - Course Content (infuse diversity into the curriculum)

**Middle Cost**

1. Make use of networking opportunities outside of the university.
   - Mail recruitment materials to national organizations and professional societies
   - Attend national conferences
   - Attend recruitment fairs
   - Attend professional meetings
   - Network with professionals in the field
   - Sponsor events
   - Secure financial support through grant funds

**High Cost**

1. Adopt three low-performing high schools and work with both teachers and students to improve the educational environment. The top students could be offered scholarships to the University.

2. Foster stronger ties with the University’s Charter Schools Office
   - Create scholarship programs for students to attend GVSU

3. Summer bridge programs are used to help students make the transition from high school to college.
   - The development of a six week academic intensive program for admitted students is beneficial.
November 22, 2013

2. Recruiting Students of Color at the Graduate Level

Low Cost
1. Develop diversity affinity groups.

2. Develop a minority student recruitment council.

3. Develop a campus visit day that targets juniors in college and also students from Minority Serving Institutions (MSIs).

4. Establish partnerships with MSIs.

5. Involve alumni in the recruitment process.

6. Develop mentor programs.

7. Offer GRE and GMAT preparation courses for students.

Middle Cost
1. Make use of networking opportunities outside of the university.
   a. Mail recruitment materials to national organizations and professional societies.
   a. Attend national conferences.
   a. Recruitment fairs.
   a. Professional meetings.
   a. Network with professionals in the field.
   a. Sponsor events.
   a. Secure financial support through grant funds.

2. Develop a McNair Summer Visitation Program (for GVSU/Non-GVSU Students)
   a. The day could begin with a presentation about the process of applying for graduate programs. Students could meet with faculty and staff to discuss their research, and receive a staff-led (or student-led) tour of the campus.

3. Project 1000
   a. The Office of Graduate Studies may want to develop a partnership and collaborate with Project 1000.
   a. Project 1000 is a national program created to assist underrepresented students applying to graduate school. Students may apply to up to seven of the over 88 participating Project 1000 institutions by using one application. Participation is free of charge to both
November 22, 2013

participating institutions and students. Project 1000 is now focusing on the STEM (Science, Technology, Engineering, and Mathematics) fields of study.

Contact Information:

Phone: 1 (800) 327-4893

**High Cost**
1. Develop an office or position for diversity in graduate education.
   - The office or position would coordinate activities relating to underrepresented graduate students (recruitment, retention, and funding underrepresented graduate students).

**3. Proposed Partnership Ideas with Minority Serving Institutions (MSIs)**
(These partnerships may increase the number of minority students enrolled at GVSU.)

**Low Cost**
1. Establish an advisory committee with the Office of Academic Affairs to conceptualize ideas for working with MSIs.
2. Develop a consortium of MSIs for partnerships.
3. Establish partnerships with Fisk University (President James Williams, former dean at GVSU).
4. Create a partnership and a Memorandum of Understanding with Bay Mills Community College (a host of Native Americans attend this community college).
   a. Continue to develop relationships with Native American Tribes within Michigan through the University’s Native American Advisory Board.

**Middle Cost**
1. Create a student exchange program
2. Develop a faculty exchange program
3. Develop joint faculty led study abroad programs (tied to serving learning)
4. Hold spots/Seats for MSI graduates in graduate and professional programs.
November 22, 2013

   a. This is already an approach in the College of Health Sciences (holding spots/seats at GVSU for the following institutions: Central Michigan University, Michigan State University, and Hope College.

High Cost

   1. Create partnerships with MSIs for graduate and professional programs by charging in-state tuition for out-of-state students.

   4. Recruiting Faculty of Color

Low Cost

   1. Develop a distinguished lecture series.

   2. Develop diversity affinity groups.

   3. Develop a minority faculty recruitment council.

   4. Implement an annual university-wide fall reception for faculty of color.

Middle Cost

   1. The Southern Regional Education Board Doctoral Scholars Program

   The University may want to develop partnerships with the Southern Regional Education Board to increase faculty of color at the institution.

   The Southern Regional Education Board has developed one of the nation's best-documented and successful programs for producing minority Ph.D.s that seek faculty careers. The program has served more than 1,100 scholars at 83 institutions in 29 states, maintained a retention/graduation rate of almost 90 percent and produced almost 650 graduates, 80 percent of whom are employed on campuses as faculty, administrators, or postdoctoral researchers. The Scholars Program also is part of a nationwide effort to increase the number of minority scholars who earn a Ph.D. and seek to become college and university faculty members. The Doctoral Scholars Program annually sponsors the Compact for Faculty Diversity Institute on Teaching and Mentoring that brings together almost 1,200 minority Ph.D. scholars and their mentors to provide skills and knowledge for the successful completion of the doctoral degree and transition to an academic career. The Institute has the largest cadre of minority Ph.D. students in America.
Cost Information:

A recruiting table at the annual Institute on Teaching and Mentoring is $850 (plus travel and lodging). In addition, access to the online Scholar Directory is $500 per year (renewable each year). There are about 1,800 minority scholars in the database.

Contact Information:

Ansley Abraham, Ph.D., Director
Southern Regional Education Board
592 10th St. N.W.
Atlanta, GA  30318-5776
(404) 875-9211, Ext. 273
E-mail: ansley.abraham@sreb.org

Robert (Bob) Belle, Ed.D., Director, SREB-AGEP Doctoral Scholars Program
(404) 875-9211, Ext. 268
E-mail: bob.belle@sreb.org

2. The Alfred P. Sloan Indigenous Graduate Partnership (SIGP)

The University may want to develop partnerships with the Alfred P. Sloan Foundation’s Minority Ph.D. Program and also the Alfred P. Sloan Indigenous Graduate Partnership (SIGP) to recruit faculty of color in engineering, natural science and mathematics.

The Alfred P. Sloan Foundation Indigenous Graduate Partnership (SIGP) allows eligible American Indian master's and doctoral candidates to apply for scholarships designed to facilitate graduate study in mathematics, natural sciences, and engineering through approved faculty and departments.

Participating Institutions Include:
  - University of Alaska (Anchorage and Fairbanks campuses)
  - University of Arizona
  - University of Montana, Missoula
  - Montana Tech of the University of Montana
  - Purdue University

Contact Information:

Denise Ellis
Program Manager, Alfred P. Sloan Foundation Programs
NACME Inc.
3. The Alfred P. Sloan Foundation Minority Ph.D. Program (SLOAN)

The University may want to examine opportunities to partner with the National Action Council for Minorities in Engineering, Inc. and also the Alfred P. Sloan Foundation Minority Ph.D. Program to increase faculty of color in engineering, natural science and mathematics.

The Alfred P. Sloan Foundation's Minority Ph.D. Program—managed by National Action Council for Minorities in Engineering, Inc. (NACME)—has two components. The Ph.D. component offers substantial scholarship support to underrepresented minority students who are beginning their doctoral work in engineering, natural science and mathematics. Since its establishment in 1995, the program has provided direct support to over 900 minority Ph.D. students in these fields. The smaller feeder component offers underrepresented minority B.S. or M.S. students access to select faculty and departments that have demonstrated success in sending their students on to doctoral programs.

Contact Information:

Dr. Elizabeth Boylan
Program Director
Alfred P. Sloan Foundation
630 Fifth Avenue Suite 2550
New York, NY 10111
Tel: 212-649-1634
Fax: 212-757-5117
Email: boylan@sloan.org

4. National Science Foundation Alliances for Graduate Education and the Professoriate (AGEP)

AGEP can serve as a recruitment tool for faculty of color in the STEM fields.

The Alliance for Graduate Education and the Professoriate (AGEP) seeks to join together universities and colleges in the common mission of increasing the number of underrepresented minority students earning Ph.D.s and positioning minority students to become leaders in STEM fields (AGEP, 2013).

Contact Information:
5. The PhD Project

The University may want to establish a relationship and a partnership with the PhD Project to recruit skilled faculty of color in the business fields.

The PhD Project is a non-profit organization based in Montvale, New Jersey. It is a catalyst for African Americans, Hispanic Americans and Native Americans to return to academia to earn their doctorates and become business professors. The PhD Project’s vision is a significantly larger pool of highly qualified African Americans, Hispanic Americans, and Native Americans for positions in management. The PhD Project’s mission is to increase the diversity of corporate America by increasing the diversity of business school faculty. The PhD Project provides a network of peer support on their journey to becoming professors. As faculty, they serve as role models attracting and mentoring minority students while improving the preparation of all students for a diverse workplace and society.

Recently, The PhD Project surveyed undergraduate and graduate students taking classes with minority professors and/or minority doctoral students to gauge the impact those instructors are having on minority and non-minority students’ education. The survey revealed that minority professors are having an astonishing impact on the career decisions of both minority and non-minority students. When asked, 83% of respondents said minority professors are positively impacting minority students’ employment or internship decisions. Almost 70% of respondents believe that they are impacting non-minority students’ employment or internship decisions, as well (PhD Project, 2003). (http://www.phdproject.org/downloads/student_survey.pdf).

Contact Information:

Tara Perino
Associate Director, The PhD Project
Phone: (201) 307-7932
E-mail: tperino@KPMG.com

High Cost

1. Develop a Visiting Diversity Scholars Program
   ○ Faculty teaches at a reduced rate and completes dissertation and/or research as well as provides lectures.

2. Initiate the achievement of a critical mass
   ○ Hiring a host of faculty of color at the same time may assist with achieving a
critical mass (these individuals serve as support networks for each other aiding in the tenure process). (E.g. University of Illinois – Chicago, http://atlas.las.uic.edu/atlas/2012/7/cluster-initiative-hires-to-increase-diversity-and-interdisciplinary-culture)